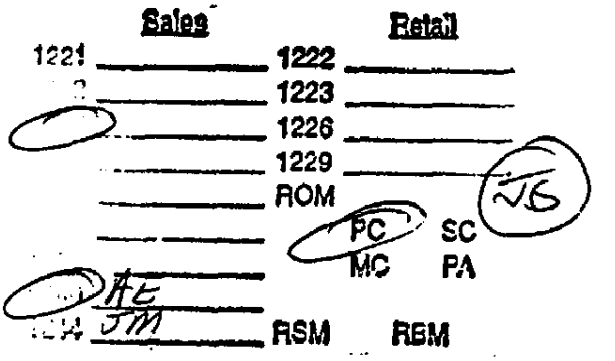
ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



51846 2618

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL: DORAL B2G1F / PROMOTION #800211

Dear Paul:

Doral B1G1F pre-sleeved product, as well as 449 SKUs of Displays (item #540665) have been ordered to McLane NE to pack and ship this promotion to your participating retail accounts.

		#/Cases Per Style				$ Amount
PRODUCT PO #	Product / State	LT MN 100	UL LT 100	FF BX 100	LT BX 100	$ AMOUNT
	UPC 12300-	25190	25191	25192	25193	
ER3102-01	B2G1F / NJ	2	3	3	3	1,518.91
ER3103-01	B2G1F / OH	1	1	1	1	753.94
ER3104-01	B2G1F / PA	12	26	26	26	16,396.47
	TOTALS	15	30	30	30	$18,670.32

Product Arrival: March 30, 1998

Displays PO #ER3096-01
Shipper Displays Arrival (McLane NE): March 31, 1998

Ship Date to Retail: Week of April 20, 1998

51846 2619

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B2G1F'

DISPLAY DETAIL

Item #540665 (Displays)	
SKU CUBE:	1.3080
SKU WT (w/o Product):	1.9200 lbs
Retail Sales Offer per Sku:	21 Offers

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.* UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:
* 7 CARTONS: 2 EACH - DORAL ULT LT 100/ FF BOX 100/ LT BOX 100 AND
1 CTN DORAL LT MEN 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK
(ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

51846 2620

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $367.50 **(26.25 (12M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51846 2621

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL: DORAL B1G1F PROMOTION #800219

Dear Paul:

We have placed orders for *Doral B1G1F* pre-sleeved product has been ordered (see quantities listed below), as well as 870 SKUs of Displays (item #540971) to pack and ship this promotion to your participating retail accounts.

PRODUCT ARRIVAL DATE: ***MARCH 30, 1998***

PO Number	*Product / State*	*#/Cases Per Style*				*$ Amount*
		MEN LT 100	ULT LT 100	LT BX 100	FF BX 100	
	UPC Code 12300-	25184	25185	25189	25188	
ER3097-01	*B1G1F / CT*	*1*	*1*	*1*	*1*	*288.53*
ER3098-01	*B1G1F / MA*	*2*	*2*	*2*	*2*	*265.11*
ER3099-01	*B1G1F / NJ*	*2*	*2*	*2*	*2*	*217.11*
ER3100-01	*B1G1F / NY*	*22*	*22*	*22*	*22*	*5,556.05*
ER3101-01	*B1G1F / PA*	*2*	*2*	*2*	*2*	*805.11*
	TOTALS	29	29	29	29	$7,131.91

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B1G1F'

PO NUMBER/ Displays: ER3095-01

Shipper Displays Arrival @ McLane NE: **March 31 , 1998**

Ship Date to Retail: **Week of April 20, 1998**

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE: 0.4670
SKU WT (w/o Product): 1.0600 lbs
Retail Sales Offer per Sku: 20 Offers

Billing per Sku: **2 Savings Cartons**

51846 2622

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $568.40 **(40.6 (12M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51846 2623

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B2G1F / PROMOTION #800211

RETAIL DISTRIBUTION DATE: APRIL 20, 1998

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	173	See List	177		2					5	3			167		
BP OIL	44	See List	46											46		
COASTAL MART	26	See List	43							9				34		
COUNTRY FAIR	61	See List	79									8		71		
HESS MART	8	See List	11							3				8		
HESS STATION	47	1	47							17				30		
7/11 - HANDEE MART	24	See List	26									1	12	13		
STARENTERPRISE	19	1	19							8				11		
INDEPENDENTS & SMALL CHAINS	9	See List	10				2			4				4		
TOTALS	411		458	0	2	0	2	0	0	46	3	9	12	384	0	0

(MC-STDB2.XLS)3/9/98

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

51846 2624

Source: https://www.industrydocuments.ucsf.edu/docs/jjly0000